Imperfect in Texas
H-GAC Solid Waste Workshop
August, 22nd 2019
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Texas Outreach

Role
- Connect Imperfect to individuals, groups, and businesses
- Build brand and service credibility in Texas
- Keep it fun & engaging!

Goal
- Communicate a better understanding of our work + spark new ideas for collaboration
Why we’re here
What we do
Our future
Food wasted by weight

63 million tons per year

Frigidaire Presents
A COMPLETE LINE OF
DISPLAY CASES
for Better Looking,
Busier, More Profitable Stores

PACKAGED PRODUCE
HELPS ME SHOP
IN A JIFFY

"I never have to wait till a clerk is free! Fruits and vegetables are weighed and priced, packaged in Cellophane... I just pick what I want and go on my way! They're cleaner, too... ready to pop into the refrigerator, wrapper and all. And many are trimmed to save work and waste."

Shopping's easier: fruits and vegetables are clean and fresh in Du Pont Cellophane
How long would it take this head of lettuce to decompose in a landfill?
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25 years
Imperfect is on a mission to...

1. **Reduce food waste**
   By sourcing produce from farmers otherwise unable to sell it due to strict grocery standards or surplus.

2. **Build a better food system**
   Giving farmers a better share for their crop and providing better access to healthy, affordable, food for all.
Why we’re here
What we do
Our future
Our Farms

- Clear purchase standards assure product quality and alignment
- 40% of current products offered hail from Texas or Mexico
- Specific farms are kept proprietary in respect to suppliers
Our Distribution Model

FROM

Farms

TO

Imperfect Produce Warehouse

THEN

Home delivery + Offices
Our Fleet

- Full time employees with benefits
- Zip-specific localized routing per day for efficiency and lower emissions
- Boxes are packed heaviest to lightest for minimal packaging
Our Order Process

- Sign up online
  - Select box type, frequency, and delivery window
- Customize order
  - Ex. Tuesday
- Receive delivery
  - Ex. following Monday
Our Programs

- Second Servings Houston Donation Partner
- **Reduced cost box option** for low income families, increasing fresh food availability
  - Particularly effective for low mobility
  - Designed for applicant dignity
  - Partial support from grant programs
- Box recycling program - who needs boxes?
Imperfect provides ...

1. Better accessibility to produce
   On average, organic and conventional varieties are 30% cheaper than grocery stores, delivered in a convenient format

2. A fair share for farmers and employees
   We pay the right price for whole, high quality produce and compensate with living wages in each city serviced
Corporate Benefits Programs

1. Drop Off Locations
   Creating more sustainable routes and waiving delivery fees for customers

2. Company Wide Discounts
   Making affordable ugly groceries a new work perk
Groceries on a Mission

Imperfect Picks

Networking with food purveyors to find

- packaging issues
- short coding
- appearance issues
- surplus
Thank you berry much!

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